```
 |    A          ||  B  ||  C    || D || E   ||  F   || [redacted]
 1|1989 Magazine Budget
 2|     6/ 1/1989
 3|c:89Budget.cal           1988             1989           [redacted]
 4|                         Qtrly            Qtrly          [redacted]
 5|                       Aver (1)   %     Budget(5)        [redacted]
 6|
 7|REVENUE:
 8|Subs & BI                89413  66%     84,000           [redacted]
 9|Mlg List (Net)            3788   3%      3,200           [redacted]
10|Alt. Distribs.           17000  13%     20,000           [redacted]
11|Warner                   14171  10%     14,000           [redacted]
12|Booksales (Net)           3613   3%      3,000           [redacted]
13|Chron (Net)               1412   1%      2,000           [redacted]
14|Contribs                  3184   2%      6,000           [redacted]
15|Other (3)                 3273   2%      4,500           [redacted]
16|------------------------------------------------------------------------
17| TOTAL                $135,854 100%    136,700           [redacted]
18|
19|EXPENSES:
20|Payroll:
21| Salaries (6)   59188              61556             70844       -10% > budget
22| Taxes (4)       6200  65388  42%   6386  67942  42%  5530  767[redacted]
23|Print/Prepress         27078  17%         27890  17%        3037[redacted]
24|Sub Circ:
25| Fulfillment    10131              10435             7977        -38% < budget
26| Promo          12845  22976  15%  13230  23665  15%  6748  1472[redacted]
27|Rent/utilities         10994   7%         11324   7%        11480 [redacted]
28|Writers                 7798   5%          8300   5%         7180  4[redacted] -13% < budget
29|Phone/Postage           4955   3%          5104   3%         3543 [redacted]
30|Newsstand               4113   3%          4236   3%         4616  3%
31|Vacation (3)            2665   2%          2772   2%         1920  1%
32|Other Costs (2)        11068   7%         11400   7%        11475  7%
33|                     ---------          ---------          ---------
34| Total Qtrly Expenses $157,035 100%      $162,633 100%      $161,692 100%
35|
36|Profit/Loss             -21181           -25,933             -45251
37|                     =========                             =========
38| Montly Expenses       $52,345            $54,211            $53,897
39| Annual Expenses      $628,140           $650,531           $646,768
40|
41|Av # hrs work/qtr         4932               5130               5904
42|Av # hrs work/mos         1644               1710               1968
43|
44|
45|(1) Numbers are actual quarterly average costs thru Dec
46|(2) "Other Costs" include Misc Editorial, Prodn & Resrch costs, plus
47|    other overhead costs (insurance, Kaiser, supplies, etc.)
48|(3) "Other Revenue" include unclass, misc income, int income & misc royalties.
49|(4) P/R taxes for 1988 are not actual but my exstimated qtrly
50|    aver for entire year; project P/R costs skewed actuals.
51|(5) 1989 Budgeted Amounts are based on a 3% increase from 1988 except
52|    for salaries and vacation which are a 4% increase, and Writers Pay
53|    which is based on budgeted allowance.
54|(6) MacSub salaries have been put into Salaries rather than Fulfillment costs
55|    ~~to "Salaries" above.~~
```

FORM P-503 (GREEN) P-503-B (BUFF) (2-83)

wilmer service line LITHO IN U.S.A.

	INITIALS	DATE	REFERENCE
PREPARED BY	CCF	6-1-89	
CHECKED BY			
APPROVED BY			

LINE No.	Budget Summary - Expenses		(1) 1988 Qtrly Ave (Thru Dec)	(2) 1989 1st Qtr Actual	(3)	LINE No.
1	Payroll: Circ		11272 -	12643 -		1
2	MccSub		6210 -	7656 -		2
3	Edit		12480 -	15463 -		3
4	Prodn		12768 -	14044 -		4
5	Rsrch		4785 -	5016 -		5
6	Office		7953 -	8961 -		6
7	Pub		3500 -	6861 -		7
8	Total		59188 -	70844 -		8
9	Printing + Prepress		27078 -	30379 -		9
10	Circ: Fulfillment-postage (no +SFS salaries)		10131 -	7977 -		10
11	Promo + CC Disc		12845 -	6748 -		11
12	Rent/Utilities		10994 -	11480 -		12
13	Writers		7798 -	7180 -		13
14	Phone/Postage		4955 -	3543 -		14
15	Newsstand: AD		{ 1485 -	4616 { 1615 -		15
16	Warner	4,113	{ 2628 -	{ 3001 -		16
17	Vacation		2665 -	1920 -		17
18	Other		11068 -	11,475 -		18
19	P/R taxes		6200 -	5530 -		19
20	Total					20
21	Other-misc Edit		657 -	877 -		21
22	Rsrch material		465 -	498 -		22
23	OP work		950 -	1411 -		23
24	Prodn Spls		1019 -	830 -		24
25	Ins		1102 -	3114 -		25
26	Travel		810 -	942 -		26
27	Other taxes		537 -	0		27
28	Off Spls		1445 -	1007 -		28
29	Eq. Rent + maint		1722 -	1897 -		29
30	Legal + Profsl		970 -	66 -		30
31	Int + Penalties		696 -	680 -		31
32	Bank Svc Fees		337 -	153 -		32
33	misc Exp		354 -			33
34			11068 -	11,475 -		34
35	Revenue					35
36	Subs + BI		89413 -	69336 -		36
37	Mlg List (net)		3788 -	2460 -		37
38	AD		17000 -	16874 -		38
39	Warner		14771 -	13790 -		39
40	Booksales (net)		3613 -	598 -		40
41	Chron (net)		1412 -	1590 -		41
42	Contribs		3184 -	6401 -		42
43	Other (CC)		3273 -	5392 -		43

1 2 3